

Maximizing Our Census:

How leaders can help raise the count

Congressman Paul D. Tonko, 116th Congress

"The Census is a remarkable effort that reveals who we are as a people and as a nation. We have a duty to raise our hands and do our part for our community."

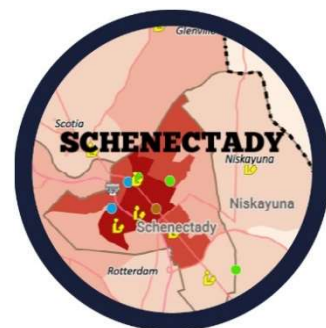
❖ Paul Tonko

Local leaders can be the difference

- ✓ Engage local Complete Count Committees & help with outreach to Hard-to-Count Communities
- ✓ Identify ways to make census participation accessible to those with limited internet access.
- ✓ Ensure that trusted community locations such as libraries and community centers are prepared with appropriate materials available on how to complete the census and why it matters.
- ✓ Build awareness about the importance and safety of participating in the Census

MAKE A PLAN & START ORGANIZING

1. **Make a list of community-based organizations** in your area. **Hold a meeting** with organization leaders and solicit their help in creating a census awareness campaign targeted to community members.
2. **Host a Census Solutions Workshop** with other community-based organizations in your area to come up with develop innovative and engaging ways to reach your communities.
3. **Check the community calendar** in your area for events. Contact organizations to see if you can have a census table to pass out distribute census materials to increase awareness.
4. **Plan and solicit sponsors** for a "Census Day/Night Street Festival" in late 2019. Think of creative games or activities where census information can be incorporated.
5. **Develop a 2019 Census Activity Calendar**, ask organizations to choose a month in which they will sponsor census activities or promote census awareness.
6. Ask organizations to include a census article or message in all of their publications and social media channels from April 2019 now to July 2020. **POST YOUR OWN SOCIAL MEDIA!**



IN EARLY 2020:

- ✓ Encourage organizations to include 2020 Census on their agendas
- ✓ Distribute/post on social media, fliers announcing the invitation to respond to the census at busy locations in the community.
- ✓ Make public statements encouraging participation in the 2020 Census.
- ✓ Plan a Census Day event to motivate the community response.
- ✓ Check online or with your census contact person for response rates for your community. If rates are low, plan special events or activities to motivate individuals to respond.
- ✓ Remind households that a census worker may come to their home if they have not responded.
- ✓ Encourage households to cooperate with census workers.
- ✓ Celebrate your success and thank all those involved in making it happen.



Connect with Congressman Paul Tonko on Facebook, Twitter or Instagram: @RepPaulTonko